

Poor at Twenty; Rich at Forty; Internationally Famous at Fifty

You are invited to have FREE a booklet that tells what few great books make a man think straight and talk well

POOR, friendless, with no education, Benjamin Franklin walked through the streets of Philadelphia alone. Yet at forty he was independent; at fifty his company was eagerly sought by the leaders of two continents.

What was the secret of such phenomenal success? Something mysterious? Not at all. His secret was nothing more than this: Every day of his life he added a part of some other man's knowledge to his own. He picked the few really great mind-building books and read them systematically a few minutes each day.

Are you bigger to-day than yesterday?

You have so few minutes in the day for reading; so few days in a busy life. Will you spend them all with the gossip of the newspapers, or the mere entertainment of fiction? Or will you, like Franklin, start now to make the greatest thinkers of the world your servants? Will you increase your own brain power by adding their brain power to it?

What are the few great books—biographies, histories, novels, dramas, poems, books of science and travel, philosophy and religion, that have in them the power to make of their readers men who can think clearly and talk interestingly—men who will not only be ambitious for success, but who will have acquired the broadness of vision necessary to achieve it? All of these questions, so vital to you, are answered in the free booklet pictured below. You can have a copy of it for the asking. In it Dr. Charles W. Eliot,

who was for forty years president of Harvard University, gives his own plan of reading. In it are described the contents, plan, and purpose of

Dr. Eliot's Five-Foot Shelf of Books

Every well-informed man and woman should know about this famous library. The free book tells about it—how Dr. Eliot has put into his Five-Foot Shelf "the essentials of a liberal education"; how he has so arranged it that even "fifteen minutes a day" are enough; how, in pleasant moments of spare time, by using the reading courses Dr. Eliot has provided for you, you can get the knowledge of literature and life that every university strives to give. Every reader of The New York Herald is invited to have a copy of this handsome and entertaining free book. Merely clip the coupon and mail it to-day.

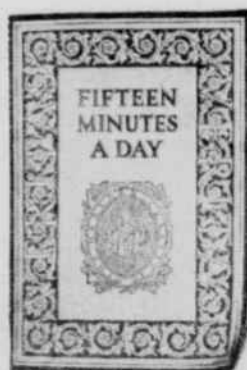
P. F. COLLIER & SON COMPANY
416 West Thirteenth Street, New York

Mail me the free book, "Fifteen Minutes a Day," telling about the Five-Foot Shelf of Books, and containing the valuable article by Dr. Eliot on what and how to read for a liberal education.

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**Send for
This Free Booklet
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Own Plan of
Reading**